

Summary of Duties of the Free Workshop Chairperson

Purpose:

Part of the Visual Art League of Lewisville's (VAL's) mission statement is to "promote the visual arts through education and exhibitions for the enrichment of the individual and the community." The VAL sponsors Free Art Workshops as a way to carry out its mission.

The Free Art Workshops are free, open to the public and members of the VAL.

Overview of Task:

The Free Workshops Chairperson is responsible for scheduling and managing all the details of sponsoring a free workshop.

- **Number of Workshops:** 3 – 4 workshops per year, spaced every few months.
- **Budget:** Confirm the Yearly budget for Free Workshops with the VAL Treasurer, Jam McKay / lewisvillevaltreas@gmail.com.

The VAL has Free Workshop Supplies in the VAL closet that may be used. If an instructor needs additional supplies, the instructor must get approval from Treasurer. Be aware the more used for one workshop, the less is available for other workshops. Keep this in mind as you schedule workshops for the year.

- **Who:** Instructors must have active VAL membership
- **Location:** Lewisville Grand Theater classroom
- **Days/Time:** This depends on the room availability at the Lewisville Grand, the Instructor's schedule as well as the best times people will attend a Free Art Workshop. Number of hours will depend on the Instructor and nature of the Workshop. Weekday evenings are permitted but are subject to availability.

Recommended:

Saturday, 10 am – 12 noon

Saturday, 1 pm – 4 pm

Notes: Do not schedule a workshop during one of Lewisville's major events.

Booking a VAL Instructor:

1. When a VAL member volunteers, give him or her the "Guidelines for Free Workshop Instructors" which can be found on the VAL website under More > VAL Documents. The information from this document, including images, will be used to advertise/market the event.

2. Once the VAL Instructor provides possible dates and times for the workshop, check with Makayle Alexander at malexander@cityoflewsville.com (cc: Denise Helbing, Arts Center Manager dhelbing@cityoflewsville.com) to see if the Grand has an open date.

Add 1 hour before the start time and 1 hour beyond the end time for set up and clean up. Once you have feedback from the Grand, finalize with the artist then notify Makayle. Let the Grand know the maximum number of students so they will be ready to set up tables and chairs.

3. Ask the instructor what equipment is needed for the workshop: monitor, podium, table for demonstration, table for art materials, etc. so you can arrange that with Makayle/Denise.
4. Find out if the instructor will need any supplies. Refer to the Budget section at the top of this document for details.

Setting Up Event

1. Contact the VAL President to obtain access to the **Eventbrite account**.
2. Post the **Free Art Workshop on Eventbrite** where interested persons will sign up and where you will be able to get a list of those who have signed up.
 - a. Include a workshop description, images, a materials list if applicable, date, time, and maximum number of students. The marketing pitch should entice people by explaining what they will learn and do in this free hands-on free workshop. Note: All workshops are required to be FREE. By offering these free workshops the VAL is able to secure the rent at the Grand for free. No exceptions.
 - b. Specify the minimum age requirements. Minimum age requirement is 18 years unless accompanied by an adult.
3. Once you have the link to the workshop on Eventbrite, send the workshop information including the link to sign up to Ricky Sanders at VALMemberNews@gmail.com for the newsletter and to Denise Holguin: deniseholguin24@gmail.com for the VAL website.
4. Complete the Grand Marketing Form and send to Betsy Glickman, Arts Center Programming Specialist, bglickman@cityoflewsville.com to add the event to their website and calendar. The Marketing Form is available on the VAL website under More / VAL Documents. "Marketing Materials Request – Lewisville Grand Theater"

Maximizing Attendance

Free workshops are open to the public and fill up fast. Maximize the number of attendees who show up on the day of the event by sending a reminder by email. Include the event details and let them know you are excited to see them. Find out in advance if their schedules have changed and they won't be able to attend. This will give us an opportunity to let others to fill the empty seats to maximize attendance.

Day Before Event / Day of Event

Be available, if possible, to help the instructor set up for the workshop. This can be done just prior to the workshop or the day before, but confirm with the Grand. If you are present the day of the Workshop, it's a good idea to introduce the VAL instructor as well as speak briefly about the Visual Art League of Lewisville and membership benefits.

Find out if there are any non-VAL members in attendance – give some bullet points on the organization and share details if we have upcoming opening receptions, VAL Member Meetings, etc.

Marketing

If you are at the Workshop please take photos of the group engaged in the art activity. Ask the instructor to take a group photo at the end of the Workshop with all the students holding up their artwork. A good location for this is inside the building, under the sign "Lewisville Grand Theater."

Send photos to the Social Media Chair, Denise Holguin for marketing and grant purposes.

DeniseHolguin24@gmail.com

Stats

Please provide stats to the President, Lisa Chittenden and the Treasurer, JAM McKay,

1. How many students signed up?
2. How many showed up on the day of the event?
3. Provide any other relevant information, ie – did anyone sign up to join the VAL, etc.